



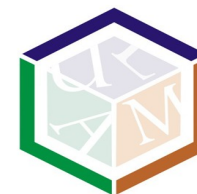
General Principles for technical and scientific communication

ENGLISH FOR SCIENCE AND TECHNOLOGY

MÁSTER OFICIAL EN INGLÉS Y ESPAÑOL PARA FINES ESPECÍFICOS Y EMPRESARIALES



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- Audience
- Purpose of the author
- Internal Organization of information
- Style
- Presentation of information



- The first thing you need to consider to be successful in scientific and technical communication is your audience.
- The author of a scientific or technical text should have an understanding of the audience's expectations and prior knowledge, because these will affect other aspects such as the content, the organization of the text, the style and the way the information is presented.



Audience

- Who will read, see or hear this information?
- What does that audience expect and already know about the subject?
- What attitude does the audience have toward it?
- What knowledge, experience, or education does the audience have?
- Which are the specific needs of that sort of audience?
- What kind of details can be more useful for the audience?
- What is the most appropriate medium and genre that can be used to fulfill the audience needs?
- How can readers most easily and conveniently read, locate, and use information?



- When most people think of technical and scientific communication, they think of a highly specialized document written about a highly technical subject. However, an increasing number of readers need technical and scientific information.



Participants in technical and Scientific communication

- Experts: who have advanced knowledge and skills in their field. Understand technical information and language within that field. Handle theory and practical application with ease.
- Technicians: who understand technical information and language within their field. Handle practical application with ease.
- Professionals (nonexpert): have the education and ability to read and understand difficult and technical information (although such reading may require study and more than one reading)
- Lay (general) audience: Lay audience: Have no specialized education but need practical information. May or may not be highly motivated to read information in full.



- Once your audience has been established, thoughtful and effective communication requires a sensitive understanding of the knowledge level and expectations of those who need the information.



Style

- Precision
- Conciseness
- Clarity



Purpose

- Audience and purpose are interconnected. If the audience knows less than the writer, the writer's purpose is often instructional (as in a textbook). If the audience knows more than the writer, the writer's purpose is usually to display familiarity, expertise and intelligence. (e.g. a graduate student who writes an assignment)



Presentation

- Information design
 - External organization features: chapters, sections, paragraphs.
 - Internal organization of information
- Elements of page design
 - White space
 - Type size, style
 - Fonts
 - Visual elements: Icons, boxes, emphasis markers within text...

